

FIG. 3

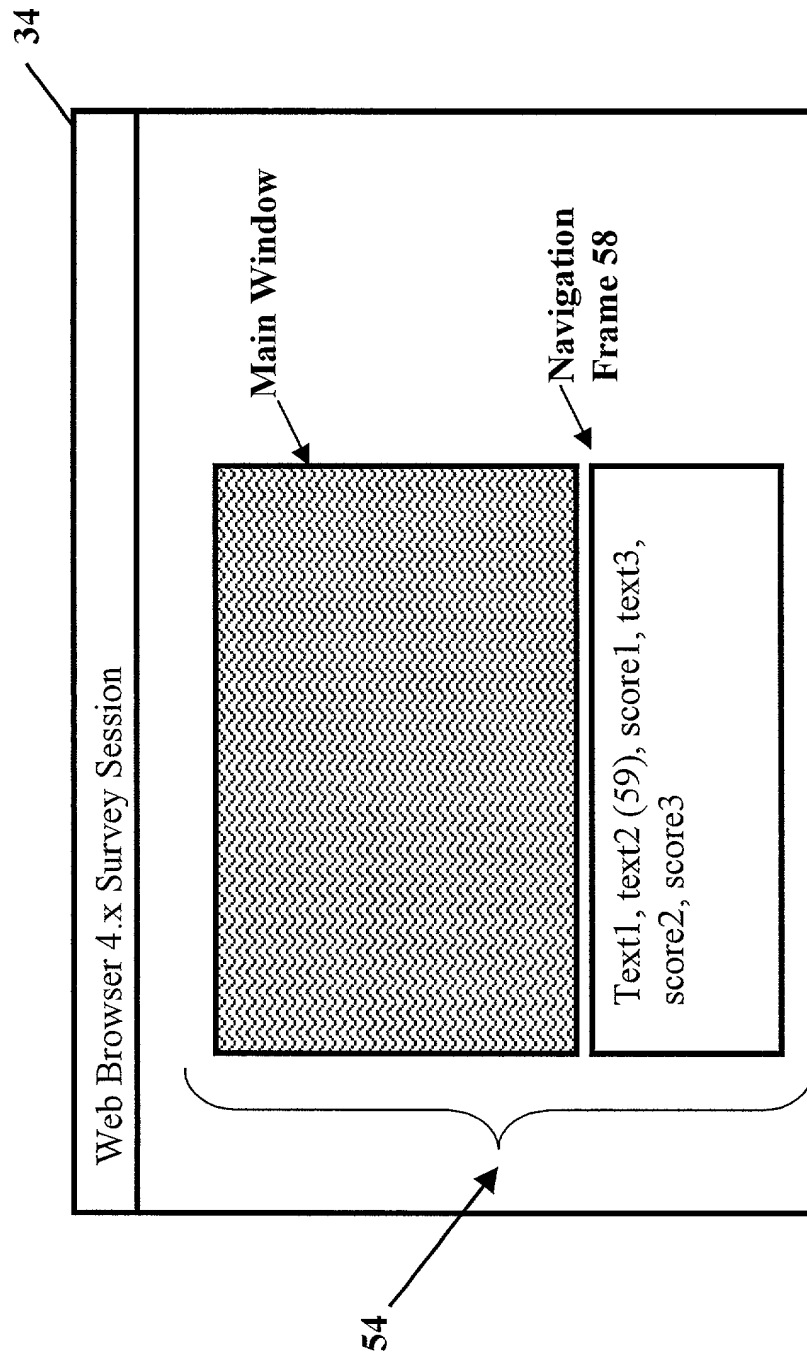


FIG. 4

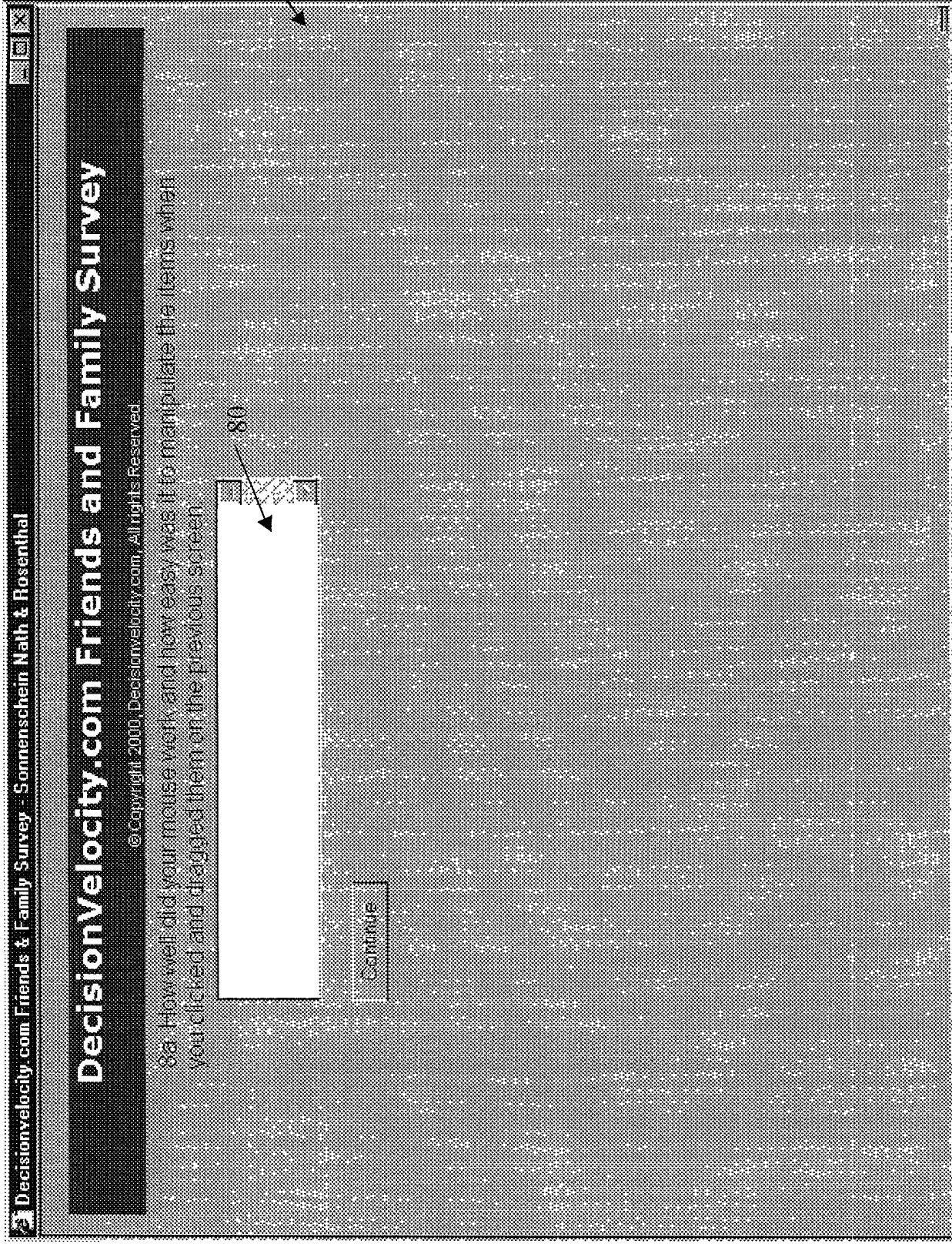


FIG. 5

DecisionVelocity.com Friends & Family Survey - Sonnenschein Nath & Rosenthal

DecisionVelocity.com Friends and Family Survey

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5 From where did you connect to the Internet to complete this survey?

82

☐ Home

☒ Work

☐ School

☐ Other

Continue

Reset

50

FIG. 6



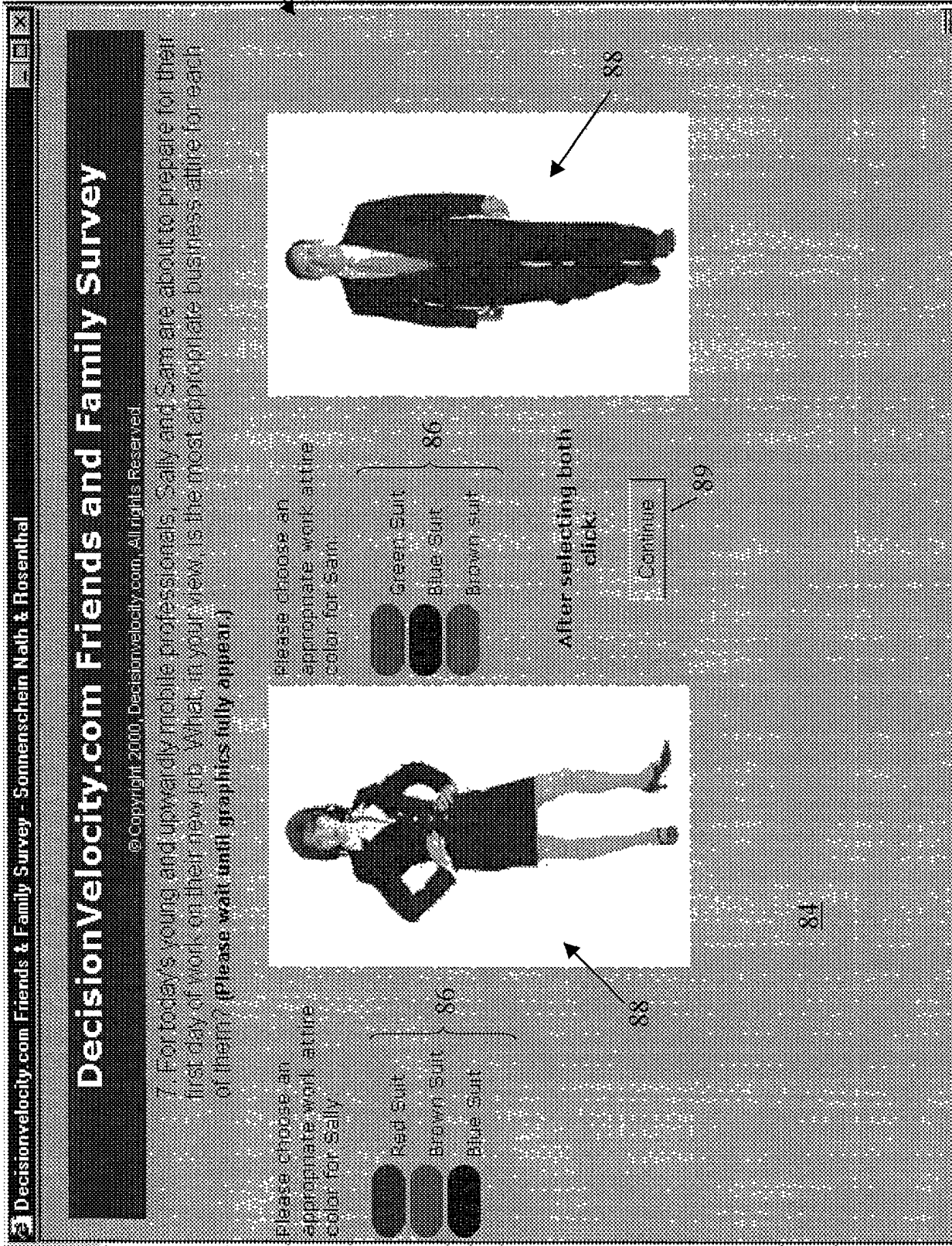


FIG. 7

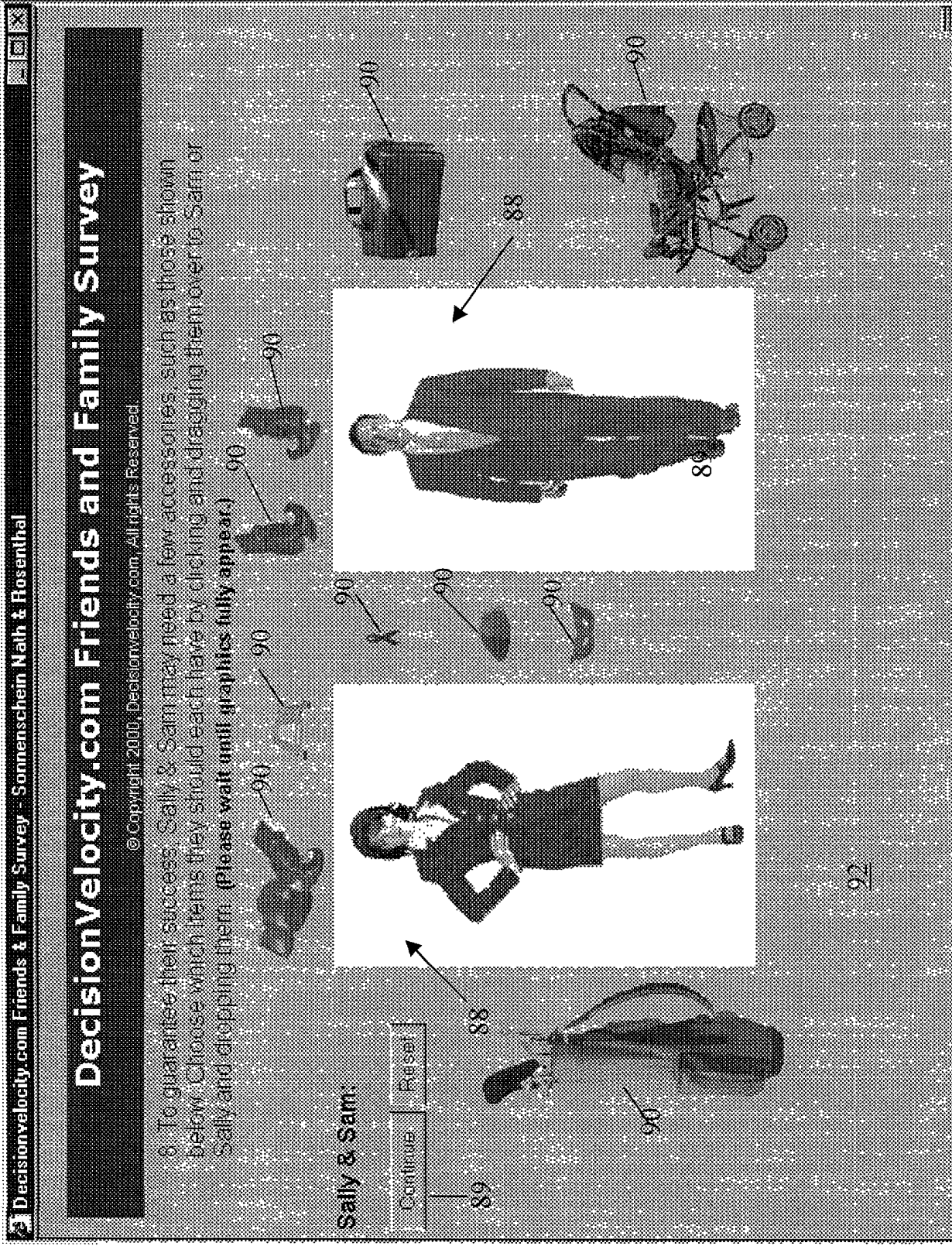


FIG. 8

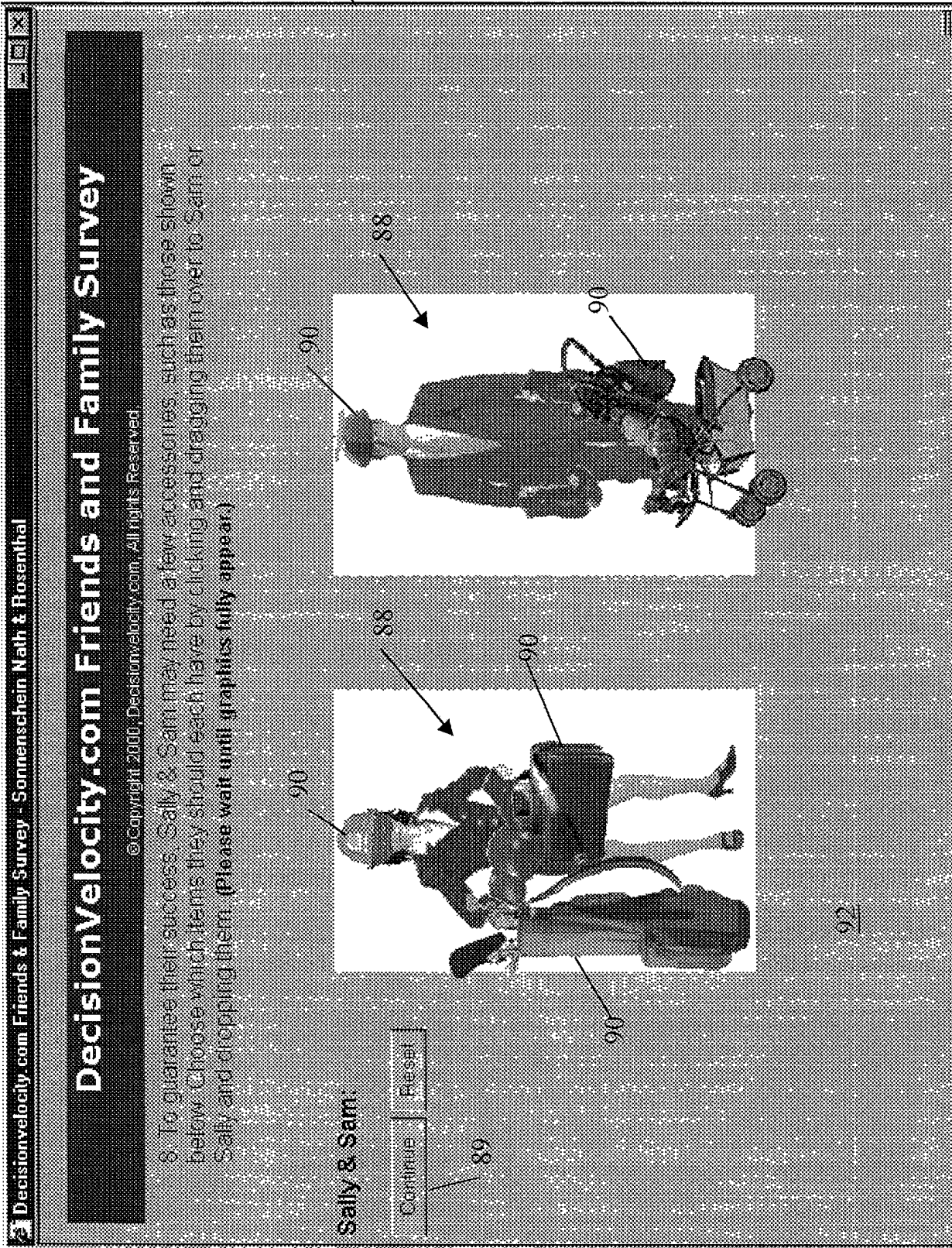


FIG. 9



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**Sally & Sam:**

Continued

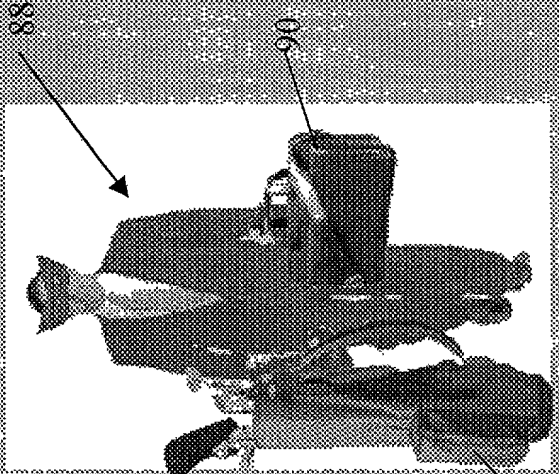


FIG. 10

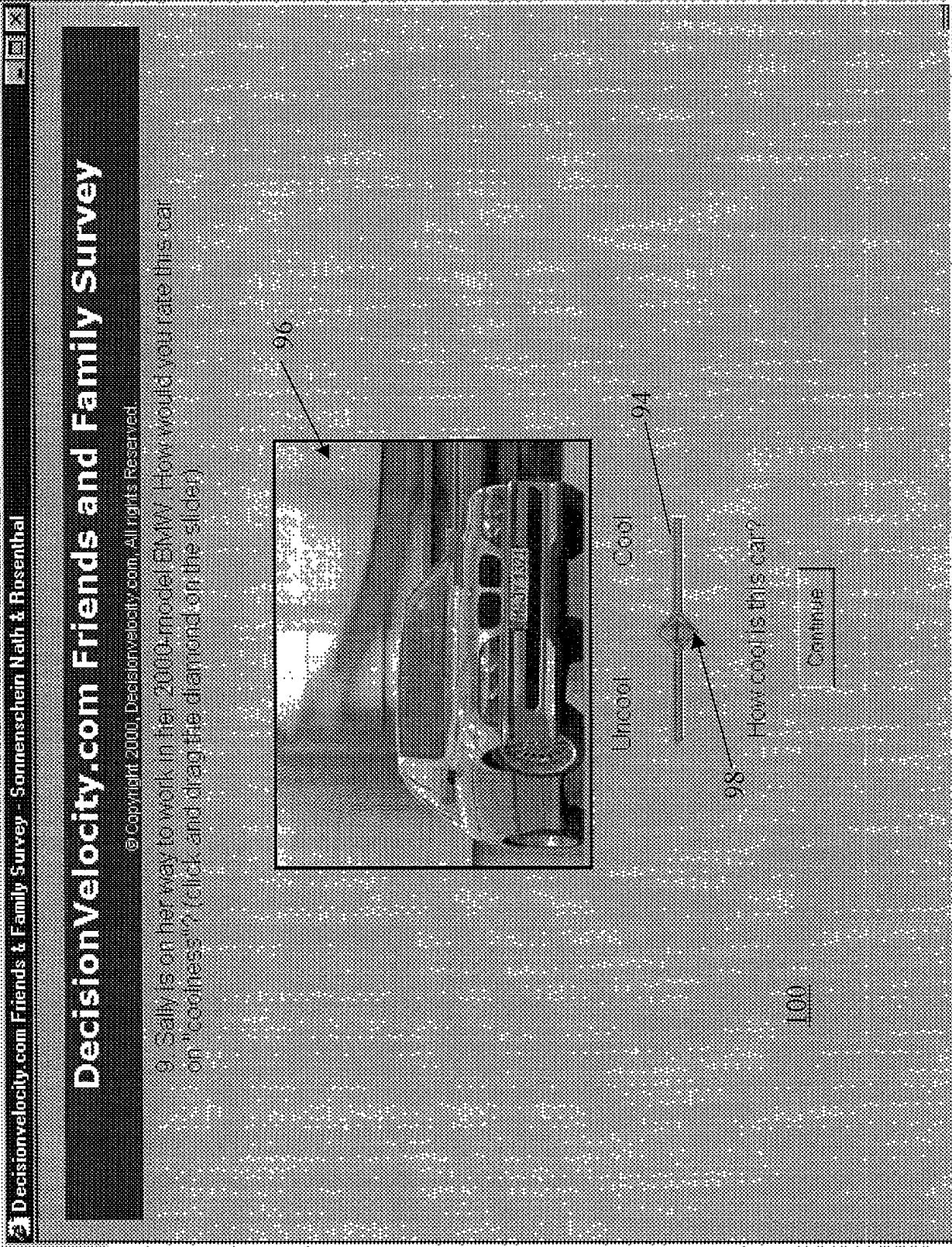


FIG. 11

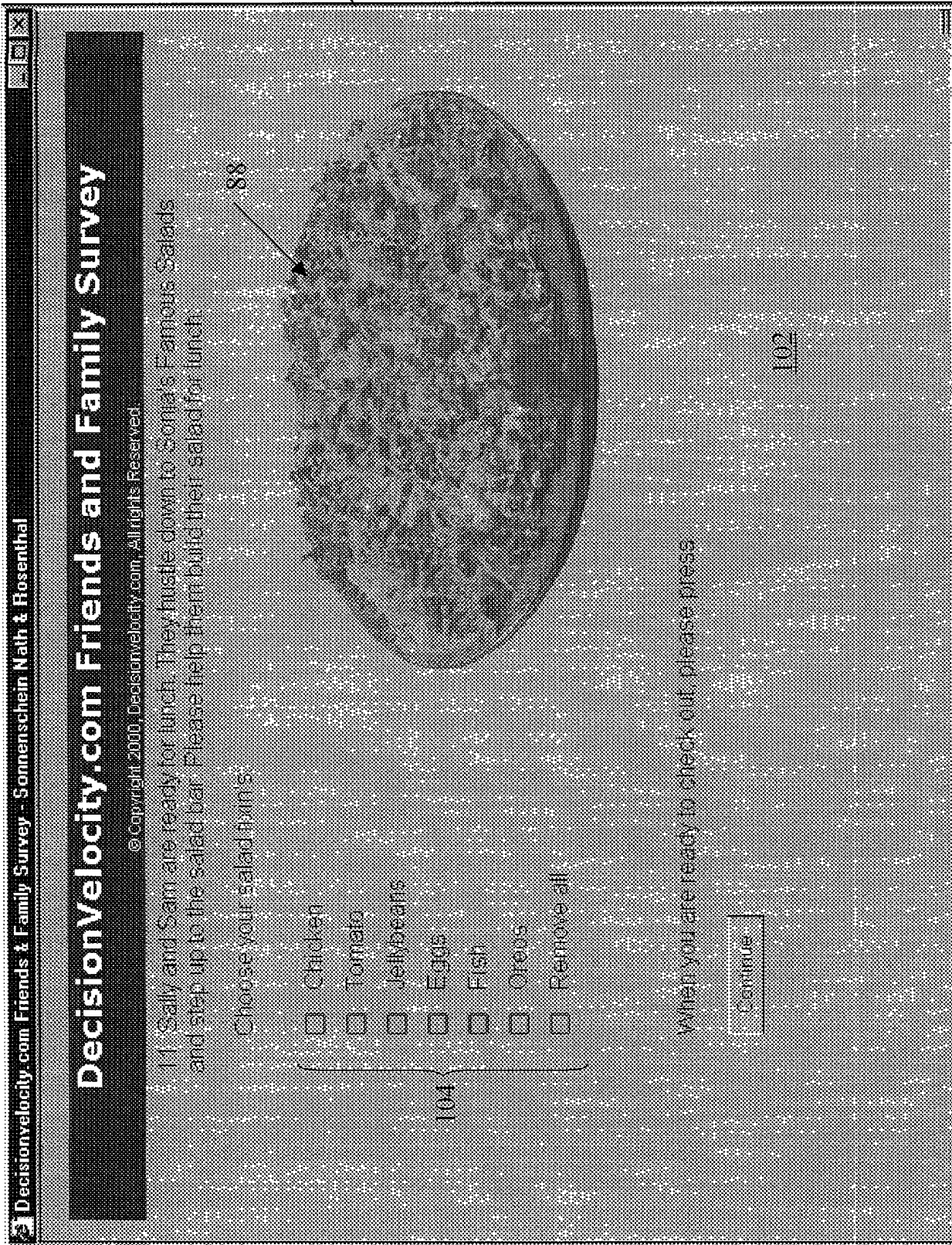


FIG. 12



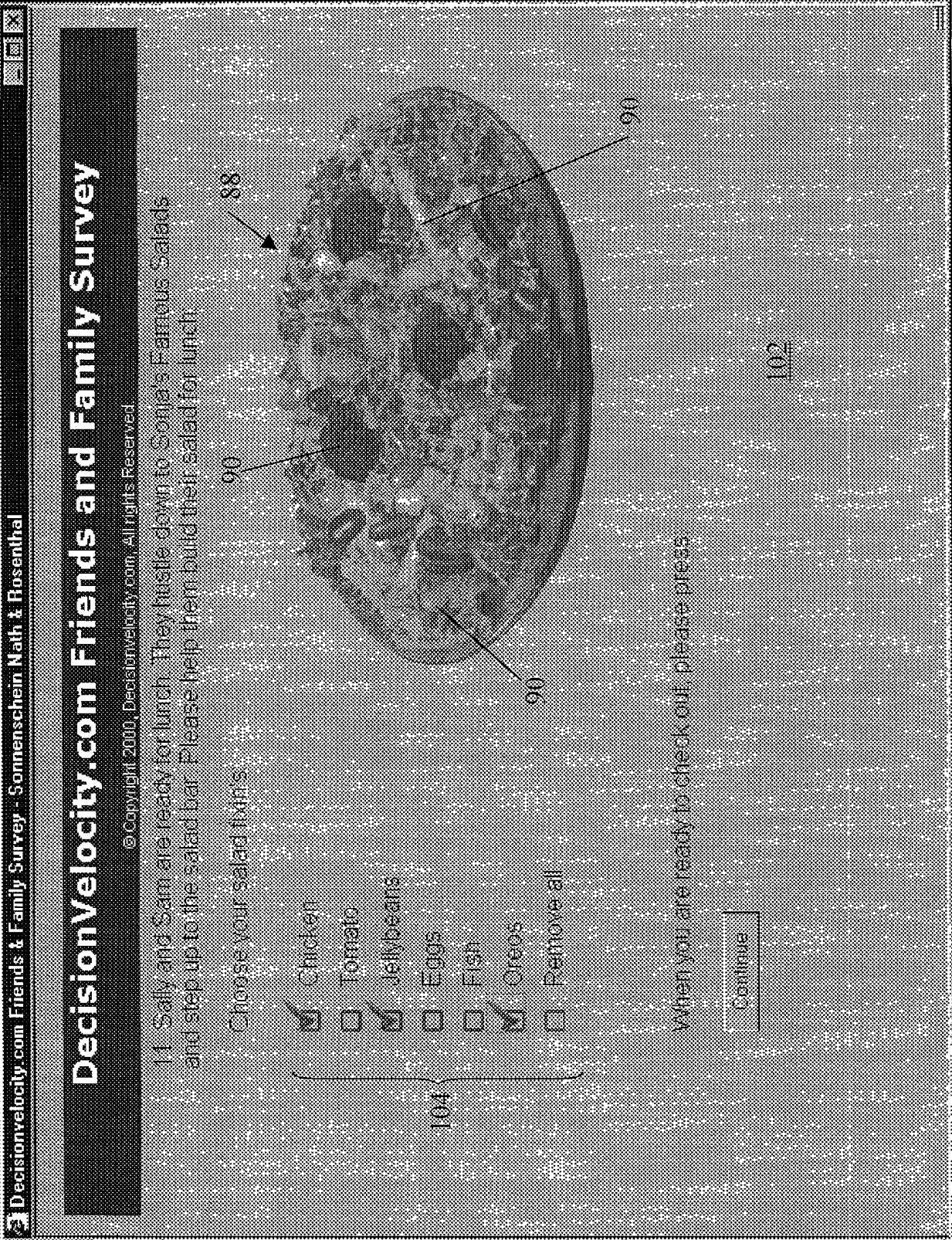


FIG. 13



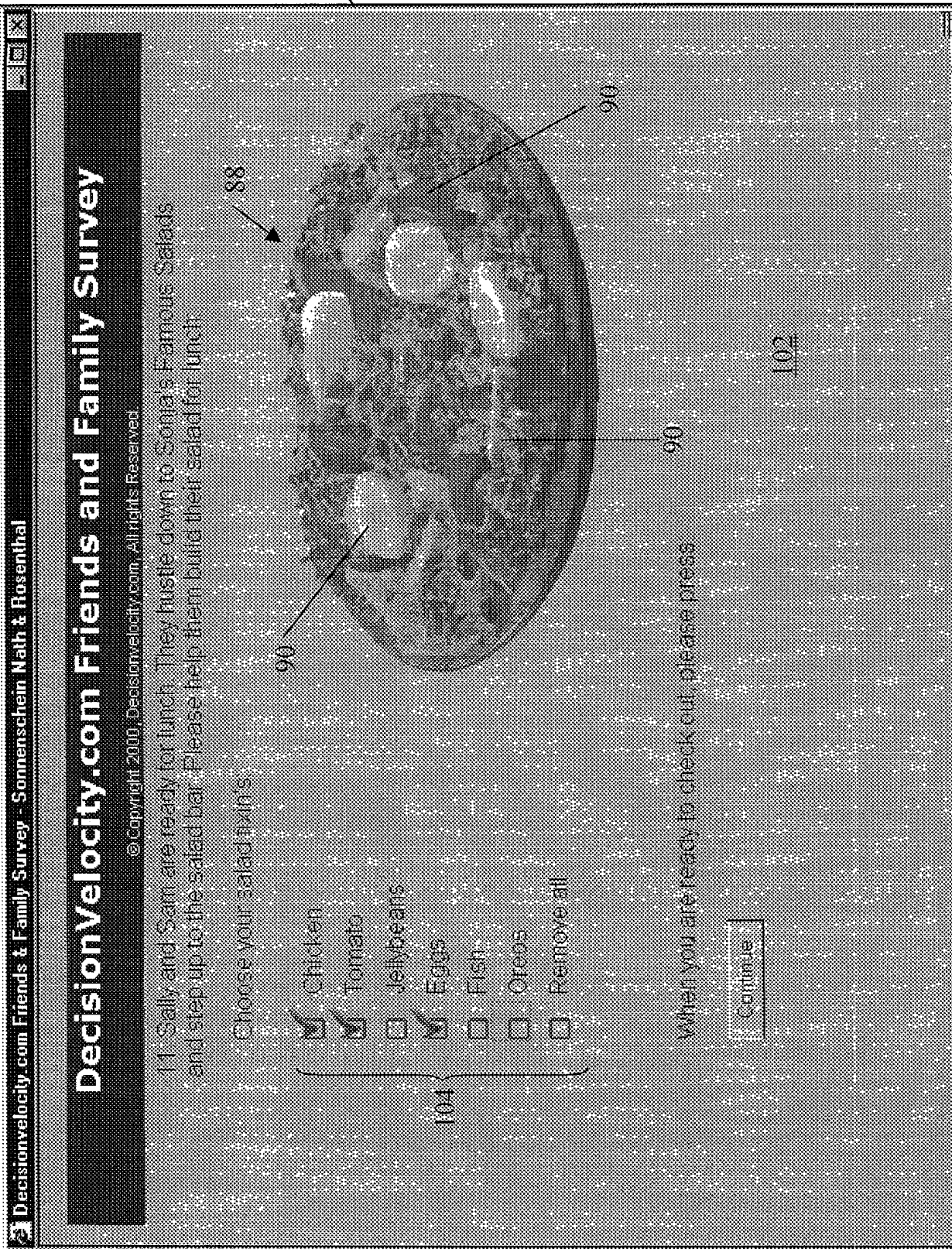


FIG. 14

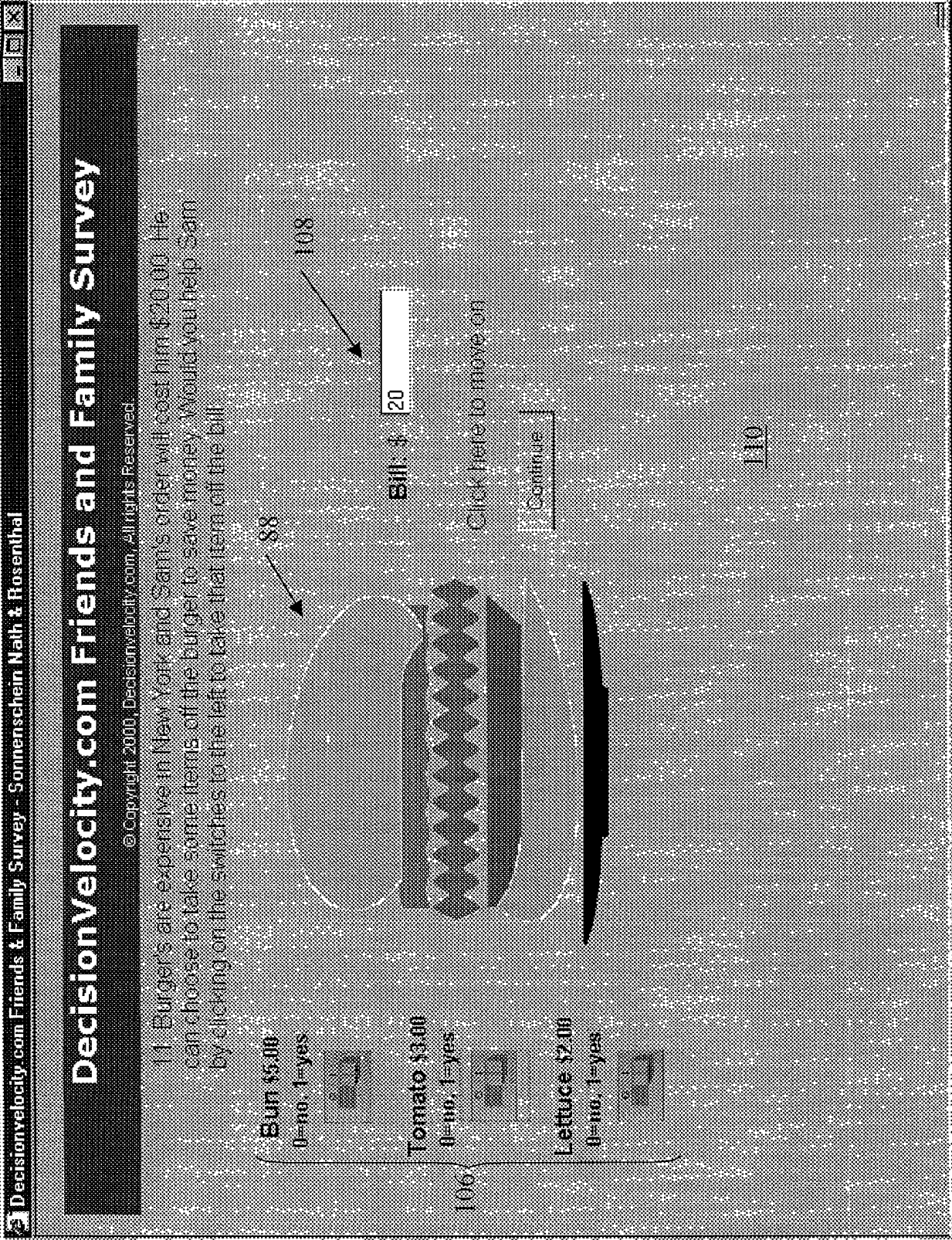


FIG. 15



## DecisionVelocity.com Friends and Family Survey

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11 Burger's are expensive in New York and Sam's order will cost him \$20.00. He can choose to take some items off the burger to save money. Would you help Sam by clicking on the switches to the left to take that item off the bill?

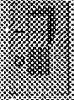
Bun \$5.00  
0=no, 1=yes



Tomato \$3.00  
0=no, 1=yes



Lettuce \$2.00  
0=no, 1=yes



88

106



106

Bill: \$ 12

108

Click here to move on

Continue

110

FIG. 16

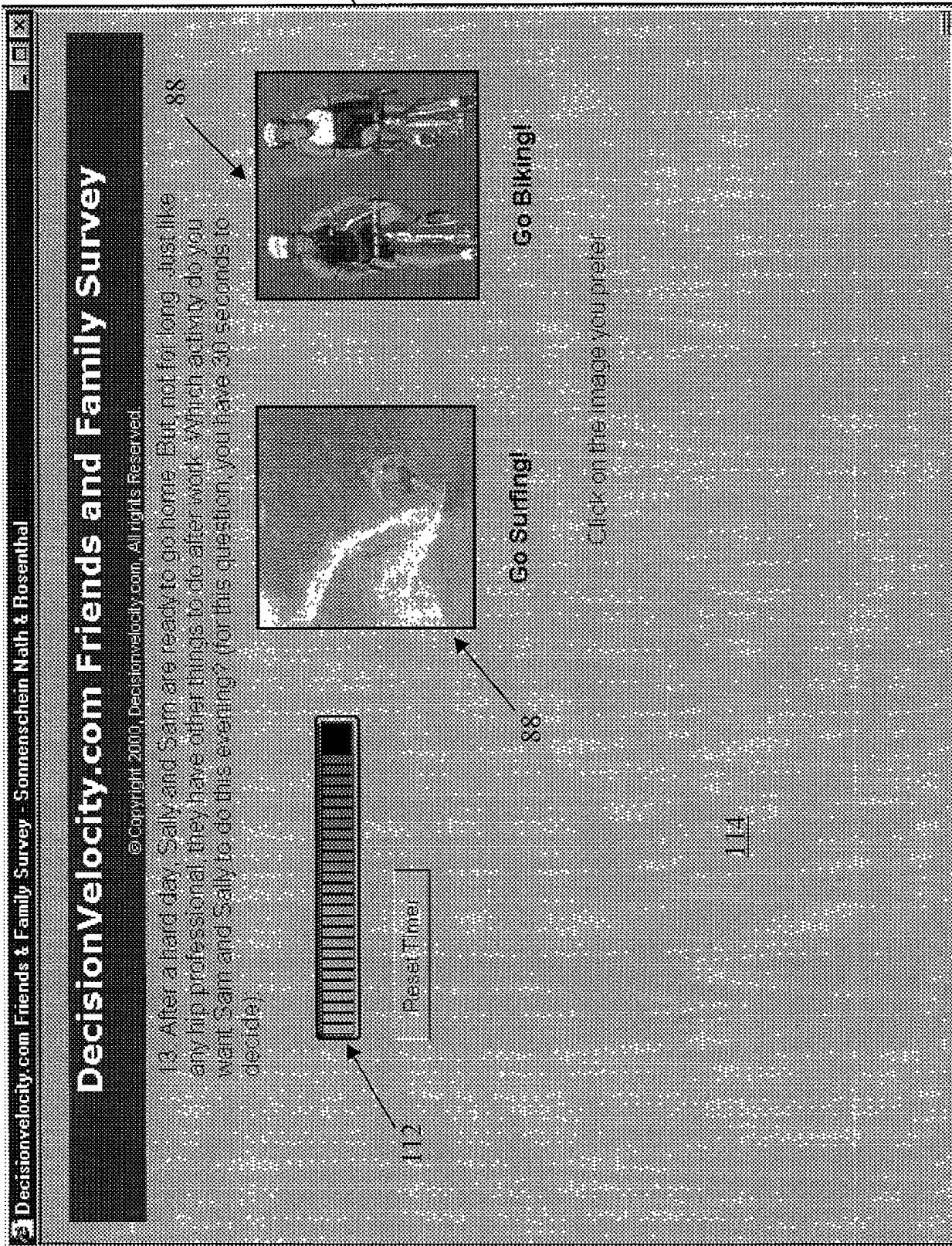


FIG. 17



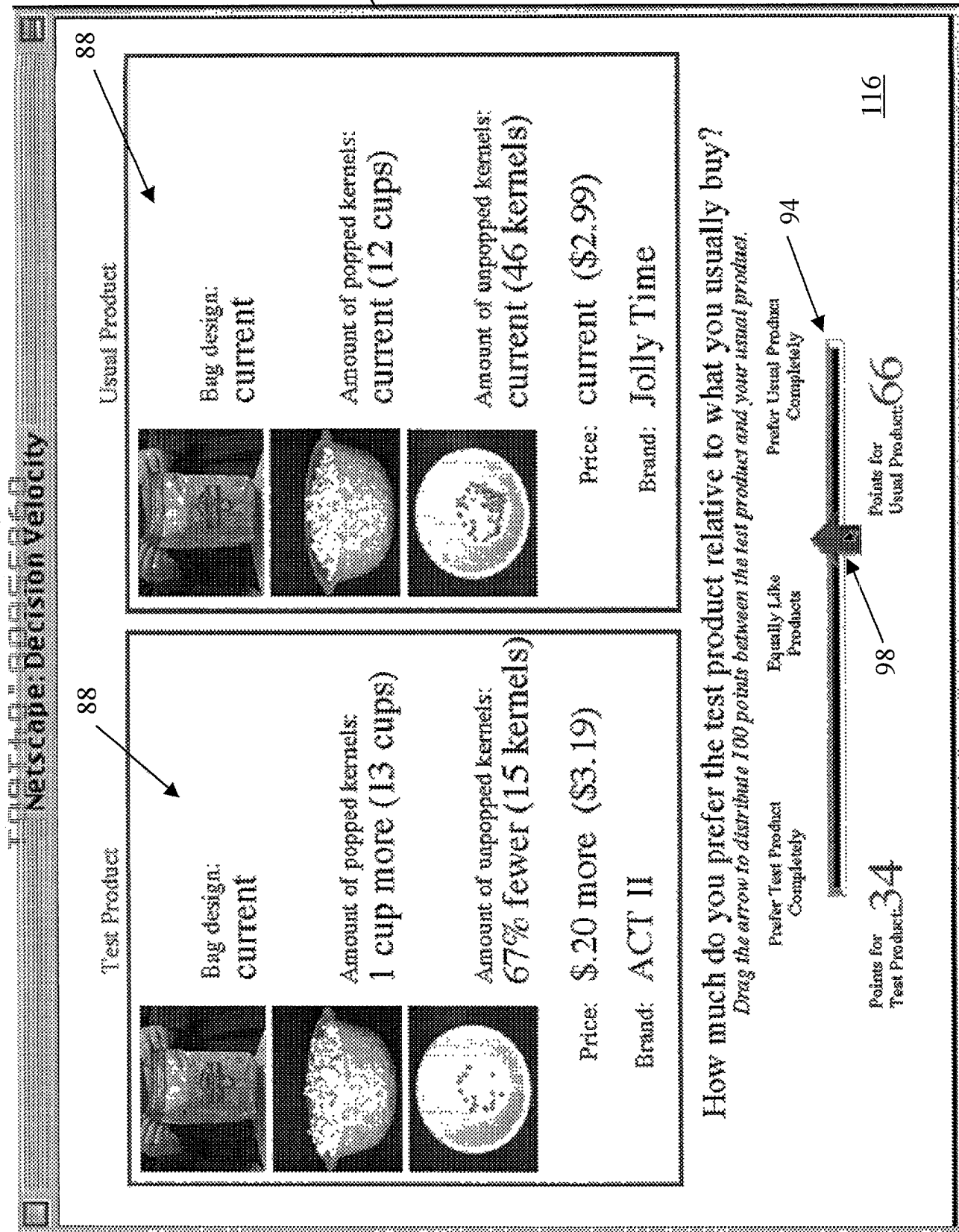


FIG. 18

When you are evaluating the total cost of the package, how important would each of the components be in your purchase decision?

Please divide 100 points between the four components, putting the greatest number of points on the component that would be most important in your decision and the smallest number of points on the component that would be least important. If they are all equally important, you would give 25 points to each.

Click on the red boxes and then use the keyboard to type in your response. (TOTAL must equal 100 points)

88	→	Price of the device.....	<div>80</div>
88	→	Price of the monthly service.....	<div></div>
88	→	Price of additional location requests made through website or automated voice system.....	<div></div>
88	→	Price of live operator assisted location requests.....	<div></div>

TOTAL=80 points  
remaining: 20 points

FIG. 19

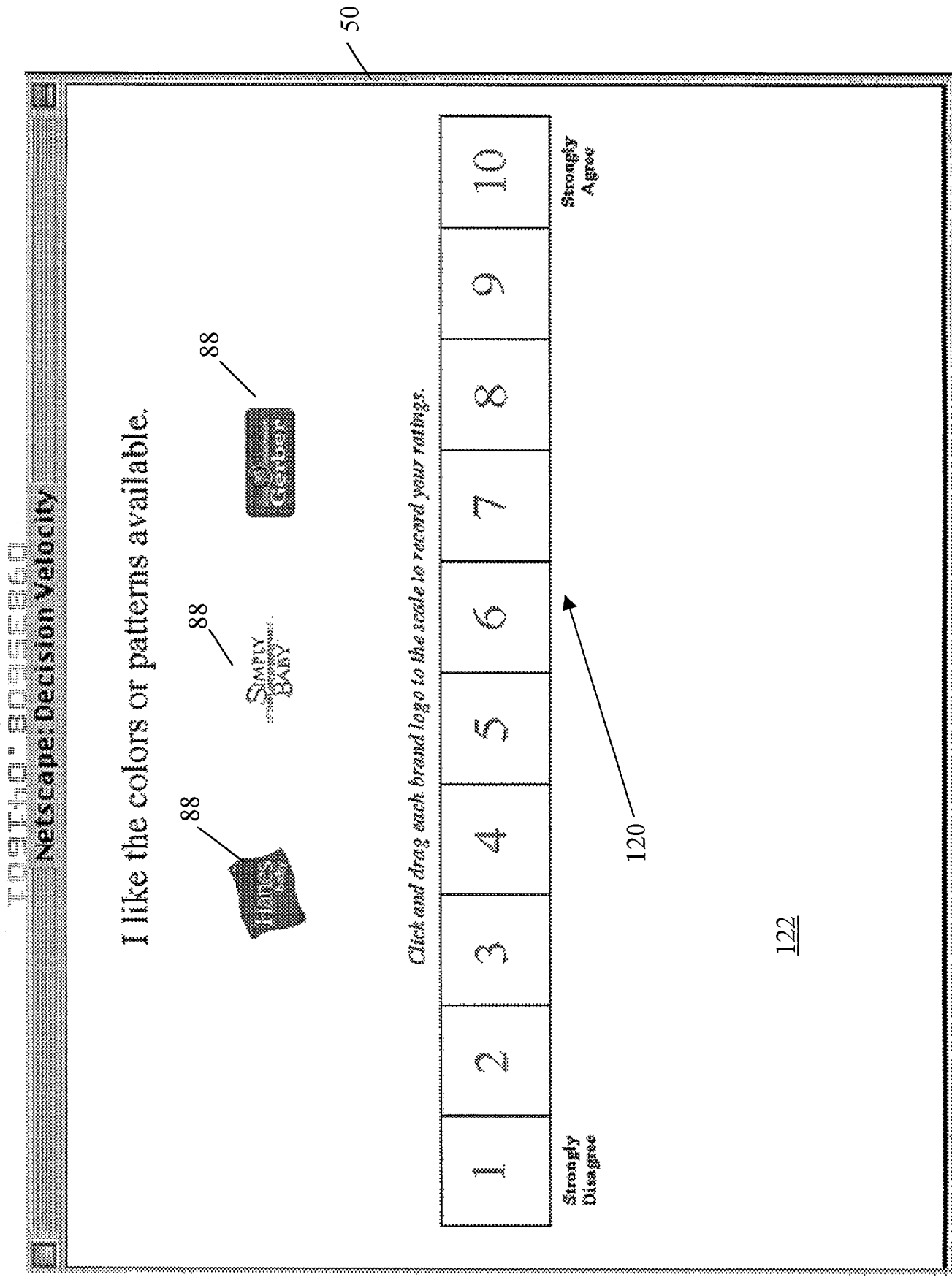


FIG. 20

Netscape: Decision Velocity

You said you have purchased L'eggs in the past 3 months.

Which of the L'eggs products would that be?

Please check on all the boxes which apply.

☐ L'eggs Sheer Energy Active Support

☐ L'eggs Regular

☐ L'eggs Control Top

☐ L'eggs Reliance

☐ L'eggs Sheer Elegance

☐ L'eggs Sheer Energy

☐ L'eggs Silken Mist

☐ L'eggs Smooth Silhouettes

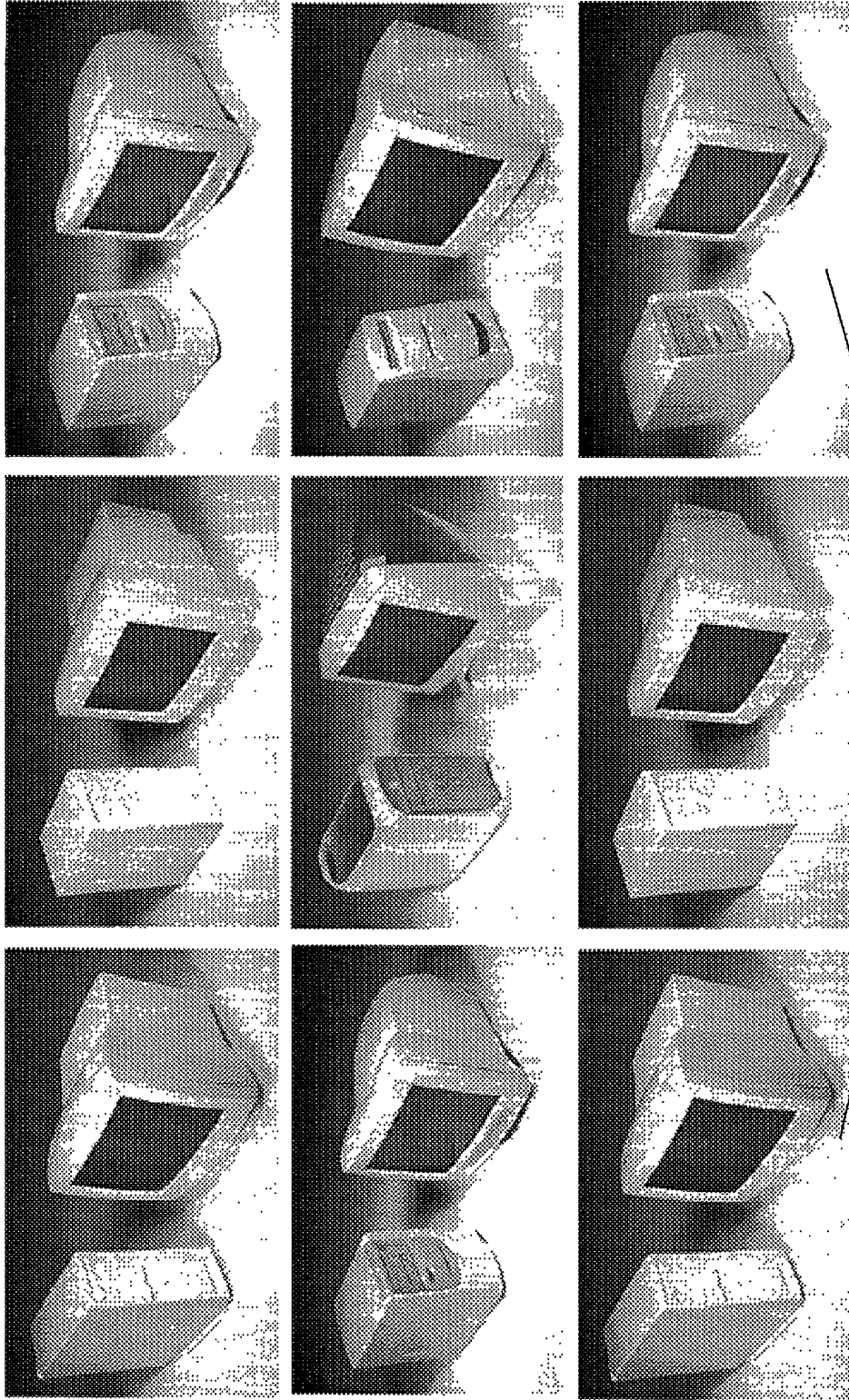
☐ L'eggs Sheer Comfort

☐ Don't Know

FIG. 21



Please click on the computer design you like the most. Then click on the computer design you like second most, then third most and so on, until all the computer designs have been selected.



126

88

FIG. 22

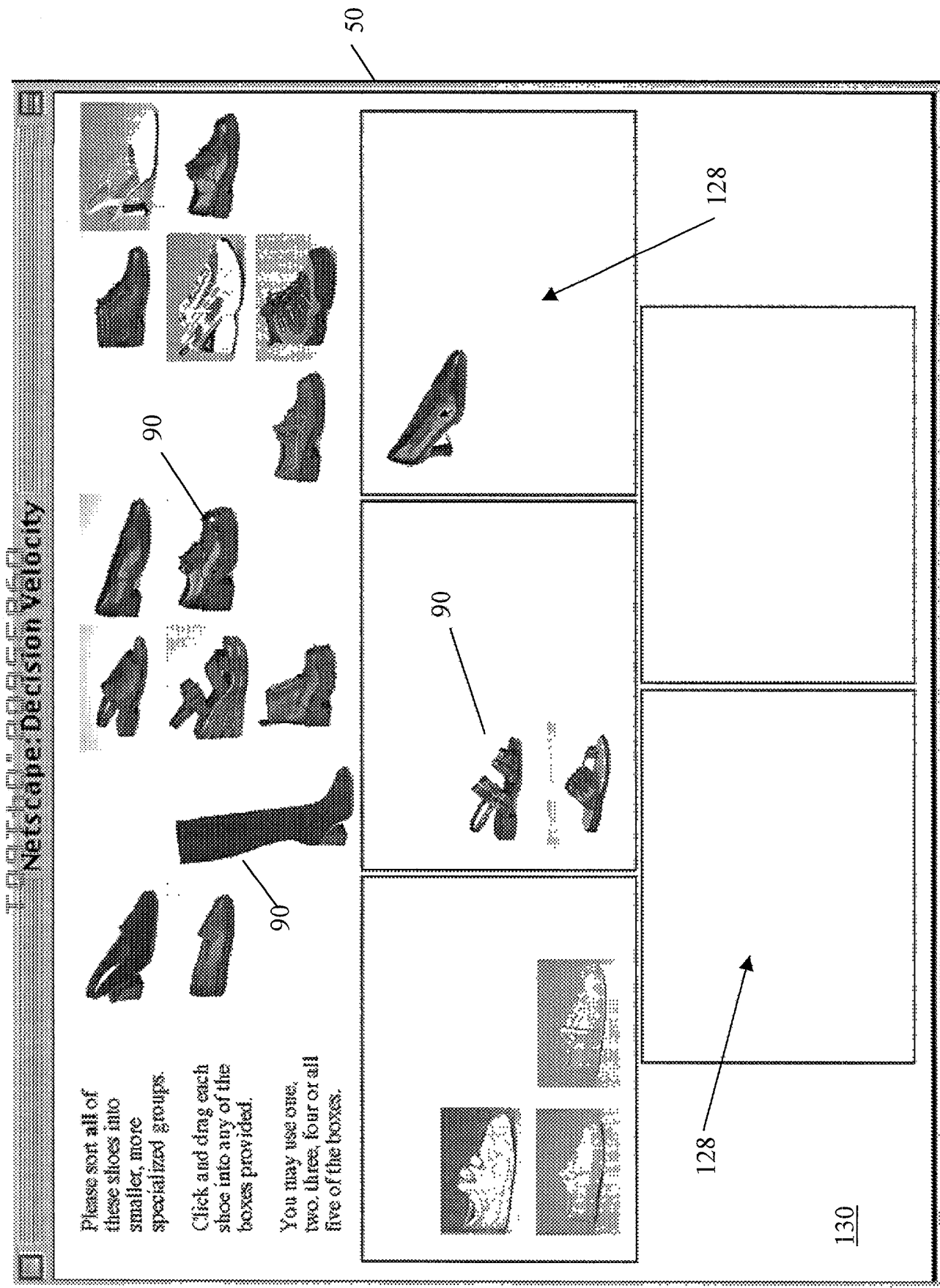


FIG. 23

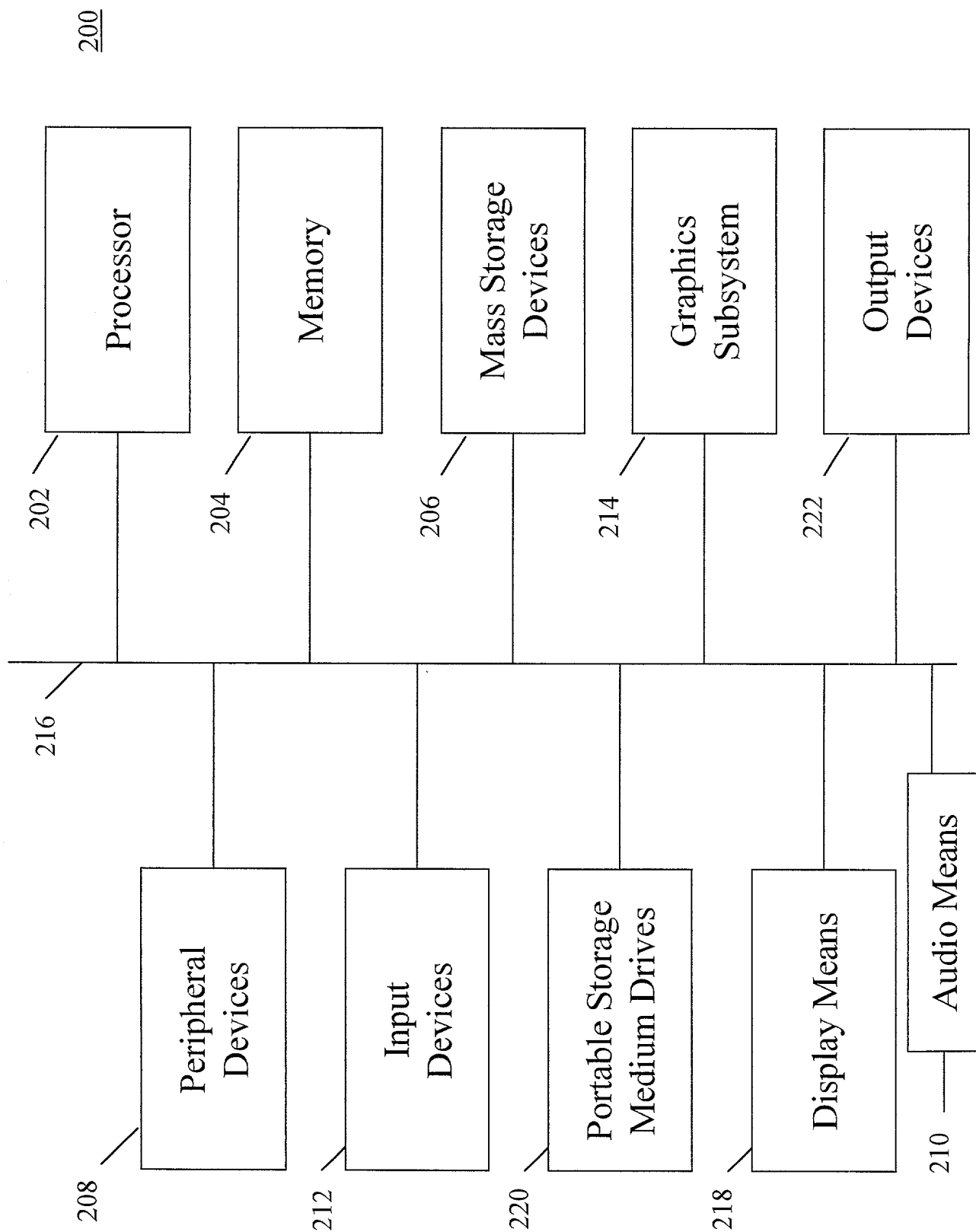


FIG. 24